on a keypad or by voice command. In any event, the method **400** can further control the active area of the flexible display dependent upon the shape or the housing or display at step **411**. The method can optionally resize the active area in accordance with the at least two points activated at step **412**. Optionally, at step **414**, the method **400** can re-size fonts corresponding to the dimensions of the active area or re-size graphic elements corresponding to the dimensions of the active area

[0028] In light of the foregoing description, it should be recognized that embodiments in accordance with the present invention can be realized in hardware, software, or a combination of hardware and software. A network or system according to the present invention can be realized in a centralized fashion in one computer system or processor, or in a distributed fashion where different elements are spread across several interconnected computer systems or processors (such as a microprocessor and a DSP). Any kind of computer system, or other apparatus adapted for carrying out the functions described herein, is suited. A typical combination of hardware and software could be a general purpose computer system with a computer program that, when being loaded and executed, controls the computer system such that it carries out the functions described herein.

[0029] In light of the foregoing description, it should also be recognized that embodiments in accordance with the present invention can be realized in numerous configurations contemplated to be within the scope and spirit of the claims. Additionally, the description above is intended by way of example only and is not intended to limit the present invention in any way, except as set forth in the following claims.

What is claimed is:

1. A reconfigurable device, comprising:
- a reconfigurable housing
- a flexible display, the shape of the display flexibly alterable to accommodate different shapes of the housing; and
- a processor, the processor operable to receive signals indicative of the shape of the flexible display and to control the active area of display dependent upon the shape of the housing, the processor re-sizing the active area of the flexible display dependent on the shape of the display or the housing.

2. The device according to claim **1**, further including a sensor generating a signal indicative of the curvature of the display.

3. The device according to claim **2**, wherein the processor is operable to control the active area of the display such that the active area of the display is proportional to the curvature of the display.

4. The device according to claim **1**, wherein the housing is configurable to a plurality of predetermined orientations and the processor is operable to control the active area of the display to be a predetermined area associated with each configuration.

5. The device according to claim **4**, further including a memory storing respective active areas associated with each configuration and at least one sensor for detecting the housing configuration.

6. The device according to claim **1**, wherein the flexible display has a flat configuration and the processor controls the entire display to be active in the flat configuration.

7. The device according to claim **6**, wherein the display has at least one curved configuration and the processor controls the active area to be less than half of the full display area when the display is in said at least one curved configuration.

8. The device according to claim **1**, further including a display driver coupled to the processor, wherein the processor controls the driver to alter the active area of the display.

9. The reconfigurable device of claim **1**, wherein the flexible display comprises a touch sensitive screen coupled to the processor where the processor is programmed to:
- initiate a re-sizing program for re-sizing an active area of the flexible display; and
- re-size the active area of the display when activating at least two points on the flexible display to indicate dimensions of the active area for display.

10. The reconfigurable device of claim **9**, wherein the processor is further programmed to resize fonts corresponding to the dimensions of the active area.

11. The reconfigurable device of claim **9**, wherein the processor is further programmed to resize graphic elements corresponding to the dimensions of the active area.

12. The reconfigurable device of claim **1**, wherein the processor initiates the resizing program by altering the flexible display away from a flat position.

13. The flexible reconfigurable device of claim **1**, wherein the flexible display further comprises a switch that detects the mating of a first end of the flexible display with a second end of the flexible display which initiates the resizing program.

14. The reconfigurable device of claim **1**, wherein the flexible display is selectively a wrist-worn device or a hand-held device.

15. An electronic product having a flexible display, comprising:
- a flexible touch sensitive screen;
- a controller coupled to the flexible touch sensitive screen, wherein the controller is programmed to:
- initiate a re-sizing program for re-sizing an active area of the flexible display; and
- re-size the active area of the display when activating at least two points on the flexible display to indicate dimensions of the active area for display.

16. A method of re-sizing an active area of a flexible display within a reconfigurable housing, comprising the steps of:
- initiating a re-sizing program upon detection of an altered shape for the flexible display or the reconfigurable housing;
- receiving signals indicative of the altered shape of the flexible display or reconfigurable housing; and
- controlling an active area of the flexible display dependent upon the shape of the housing or the display.

17. The method of claim **16**, wherein the method further comprises the step of activating at least two points on the flexible display to indicate dimensions of the active area for display.

18. The method of claim **17**, wherein the step of activating at least two points comprises the step of touch sensing the at least two points on the flexible display.

19. The method of claim **16**, wherein the method further comprises the step of re-sizing fonts corresponding to the dimensions of the active area and the step of re-sizing graphic elements corresponding to the dimensions of the active area.

20. The method of claim **16**, wherein the step of initiating the resizing program is done by recognizing that a first end has mated with a second end of the flexible display.

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